

STANDARDIZATION IS DODGE FEATURE

Company Strives for Simplicity of Construction and Improvement of Details.

By RUSSELL HUFF,
Chief Engineer Dodge Brothers.

Reliability, comfort and low maintenance cost are some of the prime requisites in the popular motor car of today. The discriminating buyer demands these results. They can be obtained only by standardization and improvement of details.

Without question there has been an advance in the art of automobile construction during the past year. The exacting demands of the prospective purchaser have been anticipated in the Dodge Bros. motor car, for instance, by the perfection of details in a carefully standardized type of construction. Years were spent in studying the field and in engineering development before the first car was put on the market.

No step in the production of the Dodge Bros. car or improvement in it is made without considering first the question of reliability. The reliability of the motor was adopted because of its simplicity and reliability. The fewer and more sturdy the parts the less annoyance to the owner in the future.

The simplicity of the ignition, lubricating and cooling systems in a four-cylinder motor car. Accessibility of all motor parts for inspection and care increases the car's efficiency. The dry plate clutch, faced with non-burning asbestos material, fourteen inch brakes, Timken roller bearings in all wheels, direct connected and powerful starting system, fully enclosed universal joint and drive to differential, and all transmission parts provided with a high factor of safety further insure a reliability of action in the Dodge Bros. motor car.

Dodge Bros. early realized the importance of comfort in motor car construction and exercised special care in selecting a spring suspension which would give a pleasant ride. Deep upholstery with low seat cushions and slatted backrests add much to the occupant's satisfaction. Smooth and quiet motor action, easy steering, short turning radius, equalized brakes, silent starter and plenty of reserve power, are more of the distinctive features in the Dodge Bros. car which have been carefully worked out to give the owner the maximum of comfort.

Low first cost does not always indicate low maintenance cost. In the Dodge Bros. car, however, the purchaser secures the combined advantage of a low first cost and a low maintenance cost. Many things peculiar to the design and construction make possible an unusually low maintenance cost. Light weight, insuring long tire mileage, is obtained by the extensive use of chrome vanadium alloy steels. Long time contracts for these steels and other high grade materials, as well as the return brought by an article of assured quality, have enabled Dodge Bros. to continue manufacturing a car made from superior materials without increasing their prices.

It is a significant fact that these contracts were made before the war. The stability and foresight of the Dodge Bros. therefore, precludes the necessity of substituting inferior carbon steels for the alloy steels in order to keep down the cost.

In addition to light weight construction, maintenance costs are reduced to the minimum by the use of the highly efficient four cylinder motor. In the racing car profession, where the last word in economy, power and light weight is desired, four cylinder motors stand practically alone. Many years of engineering development have failed to rob the four cylinder motor of its reputation for light weight, reliability, power, acceleration, easy starting, easy cooling and high fuel economy.

Gets Pathfinder.



J. P. HILANDS TAKES PATHFINDER LINE

Organizes New York Company to Distribute New Models of Indianapolis Concern.

J. P. Hilands, prominently identified with the larger affairs of automobile parts manufacture as director of several companies doing national business, has entered the lists as a New York distributor of cars.

He has organized the Pathfinder Company of New York and will act as local distributor for the Pathfinder Company, which is attracting much interest at the show with its brand new model and type, the seven passenger touring roadster, a creation which may become the dictator of a new vogue.

The beautiful new salesrooms and headquarters of the company at 1420-21 Broadway, in the heart of Motor Row, will be a mecca for motorists who have long known his expert knowledge of high grade cars and what goes into them. His known ability at organization has already been shown in the new venture, which began the first of the year. A service establishment, garage and machine shop, the peer of any in New York, will be in operation immediately. The first hand knowledge of the demands of the owners of high class cars, which Mr. Hilands has acquired in the possession of a score of the better type cars, assures every customer that service in this establishment will be spelled with capital letters and prove abundantly satisfying.

Though it is the first time Mr. Hilands has entered the retail business, practically his whole life has been spent directing the affairs of companies engaged in the manufacture of automobile parts and units. His genius at organizing and perfecting distributing plans has brought him large success and his practical first hand knowledge of what high class cars should be, made him select the Pathfinder, which has been his personal choice during recent years.

The new model, the twelve cylinder seven passenger touring roadster and its chassis, is the thing that makes him enthusiastic concerning the opportunities that lie in the retail business when directed along the lines of modern business success.

HUPMOBILE HELD BACK BY RAINS

Capital to Capital Car Has Made 17,676 Miles; Bound for Washington.

Ploughing through the rain soaked roads of the South, the Hupmobile capital to capital car is battling its way northward to reach its final destination, Washington, and get to New York during the National Automobile Show. Incumbent rail for the last three weeks has made the trip through the ordinarily poor roads of the South almost impassable, but Drivers Salisbury and Lipe have strenuously pushed forward, making at times but fifty miles a day.

They were compelled to cross the Cumberland Mountains twice over roads which all experts advised them to avoid on account of three days heavy rain. This was necessary in order to reach Nashville, the capital of Tennessee, and then jump back to Atlanta in order to get to Columbia, S. C.

Detours taking them miles out of their way over mountainous roads in pouring rain have been the daily work of the men and the car for the past week, as indicated by the following wires from Salisbury:

"Atlanta, Ga.—Capital to capital Hupmobile reached forty-third capital to-day over choppy and slippery roads in heavy fog which broke into rain at night."

"Chattanooga, Tenn.—Hupmobile capital to capital car arrived at Chattanooga after ploughing through 137 miles of Georgia's worst red clay roads full of deep ruts and chuck holes. Pouring rain all day; necessary to ford numerous swollen streams. Saw sunshine late today, first time in ten days."

"Nashville, Tenn.—Hupmobile reached here after covering 140 miles in twenty hours. Heaviest and most difficult roads yet encountered, due to three days continuous rain filling creeks to four and five feet deep."

"Atlanta, Ga.—Hupmobile reached Atlanta from Nashville by way of Huntsville, Ala., en route to capital 45. Traveled a couple of mountains to Nashville, immediate rain, which made the route book and local people advised impossible. First car over mountains in several days."

"Augusta, Ga.—Going over mud and sand axle deep capital to capital Hupmobile arrived in Augusta, making eighty-six miles in fourteen hours. Total mileage, 17,676."

MARION-HANDLEY POPULAR.

Mutual Motors Unable to Keep Up With Demand for "Six."

"The past year has been one of steady and satisfying progress for us," said J. I. Handley, president of the Mutual Motors, at the Grand Central Palace yesterday.

"Our Six, shown at New York a year ago, has been popular beyond our highest hopes, and they were high, because we knew we had a fine product. Our whole problem this past year has been to produce enough cars. There have been times when we were tempted to stop up beyond the safety point for quality production, but we have held true to our determination that the car they said couldn't be built should continue to cause as much comment on its value for the money as it did when we first brought it out. Therefore, quantity has had to wait on quality."

"This year, however, while adhering to our policy of comparatively slow building in order to keep up our quality, we shall considerably increase our output. Every indication now points to a steadily increasing demand for the Marion-Handley, and we see nothing in the general condition of the country or across the water to alter our opinion that 1917 will be a great season."

THIS IS A FRANK APOLOGY

For Us and All Pneumatic Tire Makers

LET us be perfectly frank with each other. Because frankness begets understanding and confidence. And we want your confidence, Mr. Tire User who has never used United States Tires.

In the first place, you want a perfect tire:—
—a tire that will give you maximum resiliency;
—a tire that is a really effective, efficient anti-skid;
—a tire that will give you the lowest final cost per mile;
—a tire that won't puncture.

That is your kind of tire—the kind you want. That is also our kind of tire—the kind we want. But did you ever get all—mark you, all—you wanted?

Neither did we—ever. But with United States Tires we have come nearer—so near as almost to touch the perfect point—than in anything else we have ever undertaken to do, or, we believe, than any other tire maker has succeeded in doing.

Now, listen! No, this is not self-adulation. It is a statement of fact—which you, or any other tire user, may easily verify. If we are right, you will become a prompt and steady user of United States Tires. If we are wrong, we will lose not only you, but many another who would be bound to know if we had humbugged you.

We have no apology to offer for the resiliency of United States Tires. On the contrary—and we take a great deal of pride in the knowledge, beyond even a dream of doubt, that we have that quality *par excellence*.

Side-wall construction—plus the right material of rubber and fabric—give us as near the absolute of resiliency as air under pressure will allow.

And—note this!—not only nearly perfect resiliency, but in the side-walls a stability of wear, a toughness almost beyond belief, which make old bugbear Side-wall Blowout a stranger to whom you won't be likely to be introduced.

Anti-skid—effective, efficient to the n-th power! No one—not even our most claimful contemporary—would have the "face" to deny the obvious—particularly to you.

Study the treads of our four anti-skids, the 'Nobby', the 'Chain', the 'Royal Cord', the 'Ucco'.

Each is so obviously the master of its field that, upon examination and comparison, you cannot but instantly grasp the fact—the big fact of its undisputed supremacy in tiredom.

Mileage—more for every mile of your tire investment than ever before!

That is the nub of the matter. The tire that gives the lowest cost per mile is your tire, isn't it? What is the answer? Everybody claims to have the lowest-cost-per-mile tire.

But—there can be only one such—only one peak to the pyramid.

What tire?—and how to prove it? You cannot try out all the claimants—nor any considerable number of them.

If you could get the judgments of any considerable number of other experienced tire users, that would help you decide. You cannot get in touch with many of them—but you can with a few.

Ask them. And then—balance up their judgment with this pointed and pre-eminent fact:

—the proportion of sales increases of United States Tires for the last year are far, far greater than the proportion of increase in the number of automobiles during the same time.

In other words, we got not only our proportion of the increase, but very much more.

And motorists, as you know, continue to buy one make of tire—because why? Because that one make of tire gives mileage—more mileage—MOST mileage.

But we promised a frank apology, and thus far we have nothing to apologize for. We have:

—the tire that will give you maximum resiliency;
—the tire that is a really effective, efficient anti-skid;

—the tire that will give you the lowest final cost per mile; but
—we have not a tire that won't puncture, nor has anyone else.

That is our apology, that we are not perfect, although we have demonstrated that we are nearer that place than any one else in tiredom.

A puncture is really the hand of fate. If any tire of rubber and fabric runs over the business end of a nail, or a bit of glass, or a knife-blade, it is—well, it is tire assassination from ambush, not a test of a tire.

But there are degrees of puncturability. And, while we apologize that ours are not puncture-proof, we do assert that United States Tires will resist the puncture bandit of the road so much more effectively than any other tire, that we—and you may, too, look upon the possibility as remoter than—the South Pole.

After all, the thing that makes or un-makes tires is—wear—wear—WEAR;—the tire that wears longest—gives most mileage—gives most satisfaction!

Because United States Tires will give you that longest wear, that most mileage, that maximum resiliency, that effective, efficient anti-skid service, plus the greatest resistance to puncture, we assert the supremacy of

United States 'Super Quality' Tires

'NOBBY' 'CHAIN' 'ROYAL CORD' 'USCO' 'PLAIN'
A TIRE FOR EVERY NEED OF PRICE AND USE

United States Tire Company



Dominant! The car of the master—from Roman to Packard days—has proclaimed the character of the man

Strong men express themselves in the type of their personal equipment.

And the stronger the personality the more dominant that expression is apt to be.

Patrician!

Utility, fashioned in refinement's mould—and fitness, down to the smallest detail—have always been equipment demands of those who lead in the world's modes.

The unstinted power of the Twin-six motor makes the most luxurious Packard boss of the highway. And this disciplined, economical, un-labored mightiness allows the widest margin of safety in construction and beauty—convenience and comfort.

That fine standard of fitness—the demand of the patrician everywhere—more than ever before is now satisfied by the masterful Twin-six.

Ask the man who owns one

Choice of twenty body styles. Prices, open cars, \$1900 and \$3500, at Detroit. Packard Motor Car Co., of New York Broadway at Sixty-first Street—also a down-town exhibit in the City Investing Building Arcade, 105 Broadway. Branches at Brooklyn, Hartford, Long Island City, Newark, Paterson, Pittsfield, Springfield and White Plains.

Packard TWIN-6